

### REMARKS

This Application has been carefully reviewed in light of the Final Office Action mailed June 30, 2010 and Advisory Action mailed September 15, 2010. At the time of the Final Office Action, Claims 1, 3-6 and 8-12 were pending in this Application. Claims 1, 3-6 and 8-12 were rejected. Claims 2, 7 and 13-14 were previously cancelled without prejudice or disclaimer. Claims 1 and 8 are amended and new Claims 15-20 are added. Applicants respectfully request reconsideration and allowance of all pending claims.

#### **Rejections under 35 U.S.C. § 103**

Claims 1, 3-6 and 8-11 were rejected by the Examiner under 35 U.S.C. §103(a) as being unpatentable by U.S. Patent No. 6,011,537 issued to Benjamin Slotznick ("*Slotznick*") in view of U.S. Patent No. 6,687,737 issued to Rick W. Landsman et al. ("*Landsman*").

Claim 12 was rejected by the Examiner under 35 U.S.C. §103(a) as being unpatentable over *Slotznick* in view of *Landsman*, and further in view of U.S. Patent No. 5,656,804 issued to Edward Barkan et al. ("*Barkan*").

Applicants respectfully traverse and submit the cited art combinations, even if proper, which Applicants do not concede, does not render the claimed embodiment of the invention obvious.

In order to establish a prima facie case of obviousness, the references cited by the Examiner must disclose all claimed limitations. *In re Royka*, 490 F.2d 981, 180 U.S.P.Q. 580 (C.C.P.A. 1974). Even if each limitation is disclosed in a combination of references, however, a claim composed of several elements is not proved obvious merely by demonstrating that each of its elements was, independently, known in the prior art. *KSR Int'l. Co. v. Teleflex Inc.*, 127 S.Ct. 1727, 1741 (2007). Rather, the Examiner must identify an apparent reason to combine the known elements in the fashion claimed. *Id.* "Rejections on obviousness grounds cannot be sustained by mere conclusory statements; instead, there must be some articulated reasoning with some rational underpinning to support the legal conclusion of obviousness." *Id.*, citing *In re Kahn*, 441 F.3d 977, 988 (Fed. Cir. 2006). Finally, the reason must be free of the distortion caused by hindsight bias and may not rely on ex post reasoning. *KSR*, 127 S.Ct. at 1742. In addition, evidence that such a combination

was uniquely challenging or difficult tends to show that a claim was not obvious. *Leapfrog Enterprises, Inc. v. Fisher-Price, Inc. and Mattel, Inc.*, 485 F.3d 1157, 1162 (Fed. Cir. 2007), citing *KSR*, 127 S.Ct. at 1741.

The Examiner stated that *Slotznick* allegedly discloses all the limitations of independent claims 1 and 8 with the exception of a timer that automatically prevents switching back to the first element. Applicants respectfully disagree.

The independent claims amongst others include the limitations of :

*receiving a plurality of data configured for simultaneous display from an information source;*  
*prior to displaying the received data, separating the received data into a plurality of elements;*  
*displaying only a first element of the plurality of elements;*  
*detecting a trigger at a controller;*  
*based at least on the detecting of the trigger, switching from displaying only the first element to displaying only a second element from the plurality of elements;*

According to this limitation, a plurality of data is received from a single source. Upon receipt of this plurality of data, the received data is separated into a plurality of elements wherein on a first display only the first element is shown and on a subsequent second display only the second element is shown. *Slotznick* neither discloses nor suggests this limitation. According to *Slotznick*, the information provided for displaying at a display includes a primary and a secondary information. (*Slotznick*, col. 4, lines 39-42) *Slotznick* does not disclose to completely separate the primary and secondary information. No such separation of data is necessary in the system of *Slotznick* as the primary and at least a part of the secondary information are displayed in a single screen. (*Slotznick*, col. 4, lines 49-51)

*Sotznick* system is based on the problem that there is a delay for retrieving subsequent primary information and its system uses this delay to show the entire secondary information. (*Slotznick*, col. 4, lines 49-62) However, *Sotznick* is not confronted with the problem of having a screen with limited display area that cannot display the first and second element at the same time. Thus, Applicant believes that the amended independent claims are patentable in view of the cited prior art.

Hence, Applicants believe that all independent claims are allowable in view of the cited prior art. Applicants respectfully submit that the dependent Claims are allowable at least to the extent of the independent Claim to which they refer, respectively. Thus, Applicants respectfully request reconsideration and allowance of the dependent Claims. Applicants reserve the right to make further arguments regarding the Examiner's rejections under 35 U.S.C. §103(a), if necessary, and do not concede that the Examiner's proposed combinations are proper.

### CONCLUSION

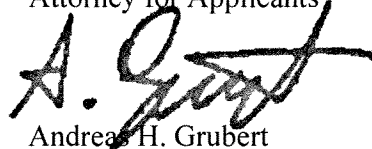
Applicants have made an earnest effort to place this case in condition for allowance in light of the remarks set forth above. Applicants respectfully request reconsideration of the pending claims.

Applicants authorize the Commissioner to charge \$810.00 for filing a Request for Continued Examination and \$130.00 for a Petition for a One-Month Extension of Time to Deposit Account No. 50-4871 of King & Spalding LLP.

Applicants believe there are no other fees due at this time. However, the Commissioner is hereby authorized to charge any fees necessary or credit any overpayment to Deposit Account No. 50-4871 of King & Spalding L.L.P.

If there are any matters concerning this Application that may be cleared up in a telephone conversation, please contact Applicants' attorney at 512.457.2025.

Respectfully submitted,  
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